



CURE
PARKINSON'S



Fundraising for a cure

Tips, tricks, and ideas to inspire and kick start your fundraising for Cure Parkinson's.

Thank you

You are incredible!

Today you did something amazing, you chose to fundraise for Cure Parkinson's. We're delighted to welcome you to the team and together we can consign Parkinson's to medical history.

Our research can only happen because of people like you; the money you raise helps us to fund cutting edge research into potential new treatments that could **slow**, **stop** or **reverse** Parkinson's.

Whether you run a marathon, organise a golf day or host a quiz night with friends and family, every penny you raise makes a huge difference and has the potential to change the face of Parkinson's. That's why we think you're incredible!

We would love to hear about the awesome activities you're doing so please get in touch with one of the fundraising team at events@cureparkinsons.org.uk or call +44 (0)20 7487 3892.

Thank you,

From everyone at Cure Parkinson's



// Support from our fundraisers allows us to continue our vital research into finding a cure for Parkinson's. It also helps us raise greater awareness of the charity and our goal of slowing, stopping or reversing the progression of the condition. Cure Parkinson's believes that we can and will find a cure, and the dedicated efforts of fundraisers like you continue to bring us one step closer to achieving this. Thank you

Helen Matthews, Cure Parkinson's CEO

Making a difference

Your support brings us a step closer to finding a cure.

We're here for the cure. Everything we do is to move us closer to that goal. But we can't do it without you. Your support will lead to the breakthrough we all want see.

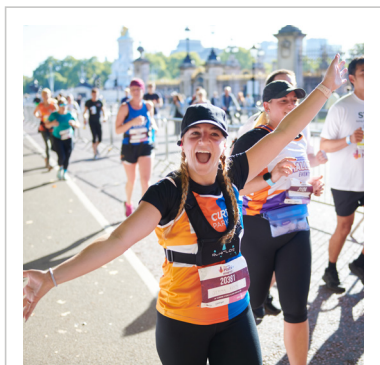
Our leadership and funding enables the world's leading neuroscientists and neurologists to prioritise, together, the next generation of drugs for clinical trial. We're acting with urgency, for people currently living with Parkinson's, with a focus on research which has potential to translate into the clinic within five years.

- Parkinson's affects over 153,000 people in the UK alone, and 8.5 million people worldwide
- It is predicted that one person in 37 will receive a Parkinson's diagnosis in their lifetime
- One person in twenty diagnosed with Parkinson's is under the age of 40
- Two people per hour are diagnosed in the UK



Little ideas, big results

There are lots of fantastic ways you can fundraise for a cure.



Raise £25 by hosting a coffee morning with your friends and family. Put the kettle on, grab a slice of cake and get together.

Raise £50 by hosting a bake-off. Decide who in the family or at the office gets to be Paul Hollywood or Prue Leith in your baking bonanza. Sell your cakes or charge entry to the bake-off.

Raise £100 celebrating a special occasion, asking friends and relatives to make a donation as an alternative to birthday or wedding gifts. You could set up a Facebook Fundraiser to provide them with a simple link to donate.

Raise £150 by organising a quiz night – invite your friends, family or colleagues and find out who paid attention when they watched QI.

Raise £250 by teaching a class. If you're a yogi, personal trainer or musician you can teach someone a new skill all while raising funds for a cure.

Raise £500 taking on a local challenge event. You could walk the length of the UK in your nearest park, swim the channel from your local pool or ride a stage of the Tour de France around your neighbourhood.

Raise £1,000 by climbing the height of Everest across the summits of the UK. Break down the 8,848m of vertical ascent into manageable stages across the UK's most famous peaks.

Raise £2,500 by organising a Golf Day. Tee off for Parkinson's by hosting a charity golf day. A good fun format of play is a team Fourball with the best two scores counting.

More ideas

- Spinathon
- Gaming marathon
- Wine tasting
- Sponsored walk
- Collection box
- Head shave
- Bingo night
- Book club
- Dog walk
- Shop with AmazonSmile
- Declutter and sell with Ebay for Charity
- Use the Fit4Change app when running or cycling
- Instagram donation sticker
- Shop via Give as you Live
- Send a charity Ecard with Making a Difference

To discuss your fundraising ideas and how we can support you please contact our fundraising events team events@cureparkinsons.org.uk

First steps to success

Organising a fundraising event can be really fun!

1. Decide on your event

Do you have any hobbies that you could transform into a fundraising event? Take a look at page 3 to get some fundraising inspiration!

2. Pick a perfect location

Where could you hold your event - your nearest town or city, your local park, online, at the office or even from the comfort of your own home?

3. Choose a date

Will you hold it during the week or on the weekend? Make sure you do a little research to find out if there are any national holidays, sporting events or activities happening on the day so that you can plan and prepare around them.

4. Ask for support

Get in touch with local restaurants, hotels and shops to see if they will donate any prizes or goodies for your event. Get your friends and family involved and divide the tasks between

everyone - you'll be surprised at how many people are willing to help when it's for a good cause.

5. Start fundraising

Create an online fundraising page or collect donations the old-fashioned way with our handy sponsorship form [here](#).

6. Spread the word

Make sure everyone knows about your exciting event. Facebook and Twitter are perfect for inviting people, updating on your progress and asking for help. Or you may prefer to make it personal and invite people by text, email or post - just be sure to give people as much notice as possible!

7. Get some local publicity

Now more than ever local newspapers are on the lookout for uplifting stories and yours is one to be shared. You can usually find contact details for your local news outlet online, get in touch and tell

them about your incredible event and why you've chosen to fundraise for Cure Parkinson's. You can contact the fundraising team for a letter of authority by emailing events@cureparkinsons.org.uk

8. Tell us all about it and send in the cash

After the big day collect your donations and send them to us - please see how to do this on page 9. We love hearing all about your amazing events, so please send any news or pictures to our fundraising team. We'd love to feature you on our website, or in one of our newsletters - events@cureparkinsons.org.uk

9. Don't forget to say thank you!

After the roaring success of your event, make sure to say a big thank you to everyone that helped you to reach your target. A little thank you goes a long way.



How could your business help Cure Parkinson's?



Does your company or organisation have a charity partnership programme? From nominating us as your charity of the year to sponsoring an event, there are so many ways your business can support our vital work to find a cure for Parkinson's. Here we share how Castel decided to support our work with their Office2Office cycle challenge.

Castel chose to take on the epic challenge of cycling from their offices in London to their offices in Amsterdam raising awareness and funds for Cure Parkinson's. Inspired by their friend and colleague with Parkinson's, 40 cyclists working within the Lloyd's insurance market took on the massive fundraising challenge event: cycling over 318 miles and taking on 2,588m of ascent through four countries in just three days.

This group of riders wanted to make a financial impact as ambitious as their cycling distance so set their fundraising target at £300,000. They designed their own cycling jersey for the ride, with a space for the logo of each company sponsoring them.

It didn't take long for the team to smash their fundraising target and fill up the space on their jerseys. Using their connections in the insurance industry they secured sponsorship from 77 companies, many of them international. In total an amazing £340,404 was raised; a truly fabulous example of what your company could achieve while fundraising for Cure Parkinson's.

By working with us, your company will benefit from a bespoke charity relationship that keeps employees fully engaged and motivated. If you are interested in supporting our work please contact Lili by email at lili@cureparkinsons.org.uk or alternatively please call us on **+44 (0)20 7487 3892**.

Inspirational fundraisers

Here we share inspiring stories from some truly super supporters.



The brilliant Boxall family (pictured above) have taken on The Olympic Mission (otherwise known as T.O.M) in memory of their uncle Tom Isaacs, the late president and co-founder of Cure Parkinson's.

This immense challenge involves the family trying every single sporting event from the Tokyo 2020 Olympic Games before the opening ceremony of Paris 2024. That's a whopping 46 events from 33 different sports before 26 July 2024!

Quizzing for a cure

150 recruitment professionals gathered together at Morton Society in London to compete in the annual 'Hintelligence' quiz night, hosted by virtual recruitment agency Hinterview. Cure Parkinson's were delighted to be the beneficiary charity for the event, nominated by director and co-founder of Annapurna Recruitment, Charlie Appleyard, who was diagnosed with Parkinson's in 2016 at the age of 39. This wonderful event was a huge success, raising over £5,000 for Parkinson's research.

// Hintelligence is an annual charity quiz run by the team at Hinterview to raise awareness and donations for charities we hold dear. Each year we bring together teams of recruitment consultants who battle it out for the title of "The Smartest Recruitment Team"! This year, we supported Cure Parkinson's as one of our close friends and investors has been an advocate of the charity since diagnosis.

Jess Roddy, Hinterview

Find out what our other fundraisers are doing to raise vital funds for Parkinson's research [here](#).

More inspiration



Supporter Joe Gregory (pictured above) has taken on many fundraising activities for Cure Parkinson's over the years, from Tough Mudder challenges to more recently taking on the iconic London Marathon!

Always looking to challenge himself, Joe added a distinctive spin to his marathon by choosing to walk the 26.2 mile route whilst doing keepy-uppies the entire way! Joe was diagnosed with Parkinson's in 2019, but hasn't let the condition dampen his love for football or active lifestyle; he previously completed 13,410 consecutive keepy-uppies in 2020 and walked from Reading to London juggling a football in 2021, all to raise funds and awareness for us.

Pedalling for Parkinson's

Superstar supporter Kate Osborne completed an impressive cycle across the US, raising vital funds and awareness for Cure Parkinson's along the way. Riding 3,658 miles in total from San Francisco in California to Topsail Beach in North Carolina, Kate has raised over £2,500 for our research into a cure for Parkinson's.

// Cure Parkinson's was selected by my wonderful aunt, Judith, who has been living with Parkinson's for the past few years. I am so proud of her every single day and hope that the money I've raised can go towards research into treatments that will help her, and others, in the future.

Kate Osborne

Please contact our fundraising events team to discuss your fundraising ideas and find out how we can support you - events@cureparkinsons.org.uk

Collecting sponsorship

Whether its online, offline or a combination of both here are some helpful tips.

Online sponsorship

1. Visit [JustGiving here](#)

Follow the instructions to set up your page [here](#).

2. Set a target

Fundraisers who set a target raise on average 46% more than those who don't.

3. Make it personal

Tell people why you are fundraising for Cure Parkinson's (what, where and when) and how their donation can make a difference. Don't forget to include a photo!

4. Tell your friends and family

Email the link to your friends, family and colleagues and share it on social media. It's a good idea to ask those likely to sponsor you with a larger amount first to encourage other sponsors to be just as generous.

Offline sponsorship

1. Download a sponsorship form

Visit our website [here](#) to download today.

2. Tell your friends and family

Ask family, friends or colleagues who aren't online to sponsor you using the form. If you're going to an event take the form with you to ask people you know in person.

3. Send in the funds

Please take a look at page 9 for details of how to send us the funds you've raised.

Gift Aid

Don't forget to encourage your friends, family and colleagues to Gift Aid their donation. If they're a UK taxpayer we can claim an extra 25p for every £1 that they donate, at no extra cost to them!

Remember they must tick the Gift Aid box and include their full name and home address including postcode.

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Match funding

If your employer offers a Match Funding Scheme, they could potentially double your fundraising! If your employer will match what you raise, please let us know so we can say a big thank you to you both!



Send us your fundraising

You've held your event and raised lots, here's how to send us the funds.

Send a cheque to our office made payable to:

Cure Parkinson's, 120 New Cavendish Street, London W1W 6XX

Please address your envelope to: Freepost, CURE PARKINSONS (there's no need to write anything else on the envelope or affix a stamp.)

Pay directly into our bank account

Please put your full name as a reference and email events@cureparkinsons.org.uk

Coutts, 440 Strand, London, WC2R 0QS

Sort code: 18-00-02 / Account number: 08918384

Pay by credit or debit card

Over the phone on **+44 (0)20 7487 3892**

We ask that you pay the money you have raised for Cure Parkinson's to us within six weeks of your event. If this is not possible please get in touch and let us know.

Pay online

You can pay your sponsorship online by visiting our website [here](#).

Remember to Gift Aid it

Please encourage your eligible sponsors to make Gift Aid declarations. We can then claim an extra 25p for every £1 donated. Any questions? Contact us on **+44 (0)20 7487 3892** or by email events@cureparkinsons.org.uk

Thank you!

Every single person who fundraises for us is invaluable. Please send us an update and pictures after your event. We share as many fundraising stories as possible, which can inspire others to get involved too. Don't forget to let us know what you're planning to do next.





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Join the conversation

We'd love to tell you about what we're up to, and the most cost-effective way of doing this is by email. We promise that we will not fill your inbox with endless emails. You can change how you choose to hear from us as any time by visiting cureparkinsons.org.uk/your-permissions

You can also join us online on



cureparkinsons.org.uk

amrc
ASSOCIATION OF MEDICAL RESEARCH CHARITIES



Name and Registered Office: Cure Parkinson's is the operating name of The Cure Parkinson's Trust, 120 New Cavendish Street, London W1W 6XX. The Cure Parkinson's Trust is a registered charity in England and Wales (1111816) and Scotland (SCO44368) and a company limited by guarantee - company number 05539974 (England and Wales).